CONFIDENTIAL

DEBRIEF OF FINDINGS

WOODY WOODPECKER BIRTHDAY RELEASE

12th SEPTEMBER 1990

SURVEY & FIELDWORK INTERNATIONAL
TOWER HOUSE, SOUTHAMPTON STREET
LONDON WC2E 7HN

TEL: 071 240 9021

OBJECTIVES

- To assess interest in and awareness of Woody Woodpecker in the UK

- To estimate the sales volume

- To identify the target audience for the title

METHOD

Questionnaire included on omnibus

Technical Details

Fieldwork	:	24th - 25th August 1990
Sample	:	1,500 adults aged 15+ in 103 sampling points in UK (Quota controlled)
Method	:	In-home interviews
Visuals used	:	Typed Titles of films on A4 cards

AWARENESS
SHOWCARD PROMPT

70% of interviewees

	ALL OWN/ ACCESS TO VCR			ALL		
	TOTAL	15-44	ABC1C2	TOTAL	15-44	ABC1C2
Base: All	1010 %	640 %	744 %	1445 %	779 %	972 %
Woody Woodpecker	84	90	85	80	90	81
Bedknobs & Broomsticks	84	90	86	77	89	81
ET	85	93	86	76	92	80
Lady & The Tramp	93	96	93	89	95	90
Land Before Time	37	46	37	31	45	33
Pinky & Perky	80	81	80	77	81	79
Who Framed Roger Rabbit	92	98	93	83	97	88
Teenage Mutant Hero Turtles	76	88	77	67	87	71

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LAND BEFORE TIME
FEATURE FILM £9.99

	ALL OWN/ ACCESS TO VCR			ALL		
	TOTAL	15-44	ABC1C2	TOTAL	15-44	ABC1C2
Base: All	1010	**640**	744	1445	**779**	972
	%	%	%	%	%	%
Definitely buy	2	**1**	1	1	**1**	1
Probably buy	7	**7**	6	5	**7**	6
Not sure	9	**10**	9	7	**9**	8
Probably not buy	15	**16**	14	13	**15**	13
Definitely not buy	67	**65**	70	73	**67**	73
Already Own	*	*	*	*	*	*
Buy For:						
Own household:						
Self/other adult	3	**3**	2	2	**2**	1
Children	4	**5**	4	3	**5**	4
Outside Household:						
Self/other adult	-	-	-	-	-	-
Children	2	**1**	1	1	**1**	1

Project sales in region of 40K.

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LADY & THE TRAMP
FEATURE FILM £12.99

	ALL OWN/ ACCESS TO VCR			ALL		
	TOTAL	15-44	ABC1C2	TOTAL	15-44	ABC1C2
Base: All	1010	640	744	1445	779	972
	%	%	%	%	%	%
Definitely buy	7	6	5	5	5	4
Probably buy	16	18	15	13	16	13
Not sure	5	6	4	5	7	4
Probably not buy	12	13	13	11	12	12
Definitely not buy	60	57	62	66	59	67
Already Own	*	1	1	*	1	*
Buy For:						
Own household:						
Self/other adult	8	8	7	6	7	6
Children	10	13	10	8	12	8
Outside Household:						
Self/other adult	*	1	*	*	*	*
Children	6	3	5	5	3	4

Project Sales 1.168 m. ± 420K

SURVEY & FIELDWORK INTERNATIONAL

TEENAGE MUTANT HERO TURTLES
FEATURE LENGTH CARTOON £9.99

	ALL OWN/ ACCESS TO VCR			ALL		
	TOTAL	15-44	ABC1C2	TOTAL	15-44	ABC1C2
Base: All	1010	640	744	1445	779	972
	%	%	%	%	%	%
Definitely buy	8	**10**	6	6	**9**	5
Probably buy	11	**15**	11	9	**13**	9
Not sure	4	**4**	4	3	**5**	4
Probably not buy	12	**10**	10	10	**10**	10
Definitely not buy	64	**59**	68	71	**62**	71
Already Own	1	**2**	1	1	**2**	1
Buy For:						
Own household:						
Self/other adult	4	**5**	3	3	**5**	3
Children	12	**18**	11	9	**16**	9
Outside Household:						
Self/other adult	*	*	*	*	*	*
Children	4	**4**	3	3	**3**	3

double the figures obtained by Woody

Project sales 1.1m ± 400,000

SURVEY & FIELDWORK INTERNATIONAL

WOODY WOODPECKER CARTOON COLLECTION
8-10 15 MINUTE CARTOONS AT £7.99

	ALL OWN/ ACCESS TO VCR			ALL		
	TOTAL	15-44	ABC1C2	TOTAL	15-44	ABC1C2
Base: All	1010	640	744	1445	779	972
	%	%	%	%	%	%
Definitely buy	5	4	3	3	4	2
Probably buy	11	13	11	9	12	10
Not sure	5	7	4	4	6	4
Probably not buy	13	13	13	11	12	12
Definitely not buy	66	63	68	72	65	72
Already Own	*	*	*	*	*	*
Buy For:						
Own household:						
Self/other adult	6	5	4	4	4	3
Children	7	9	7	6	9	7
Outside Household:						
Self/other adult	1	1	*	*	1	*
Children	3	2	2	3	2	2

SURVEY & FIELDWORK INTERNATIONAL

WOODY WOODPECKER CARTOON COLLECTION
8-10 15 MINUTE CARTOONS AT £7.99

Base: All with Video

		Definitely Buy		Probably Buy	
All	%	**5**	%	**11**	%
Male	%	**4**	40	**13**	56
Female	%	**6**	60	**10**	44
15-24	%	**6**	29	**10**	20
25-34	%	**5**	23	**17**	32
35-44	%	**2**	6	**11**	17
45+	%	**5**	40	**9**	30
AB	%	**3**	10	**7**	11
C1	%	**3**	17	**8**	17
C2	%	**3**	17	**17**	44
DE	%	**10**	56	**12**	28

OF THE 16% WHO CLAIM THEY WILL BUY:

6% for self/other adult in own household

7% of child/ren in own household

1% adults outside own household

3% child/ren outside own household

Very high % given the national average is 27% DE's. Very much a "Sun" reader profile

SURVEY & FIELDWORK INTERNATIONAL

TEENAGE MUTANT HERO TURTLES
FEATURE LENGTH CARTOON AT £9.99

Base: All with Video

		Definitely Buy		Probably Buy	
All	%	**8**	%	**11**	%
Male	%	**8**	48	**10**	41
Female	%	**8**	52	**13**	59
15-24	%	**8**	24	**12**	25
25-34	%	**14**	39	**17**	33
35-44	%	**9**	20	**16**	24
45+	%	**4**	18	**15**	18
AB	%	**5**	11	**3**	4
C1	%	**6**	19	**14**	29
C2	%	**8**	29	**13**	34
DE	%	**12**	41	**14**	32

OF THE 16% WHO CLAIM THEY WILL BUY:

4% for self/other adult in own household

12% of child/ren in own household

*% adults outside own household

4% child/ren outside own household

ASSUMPTIONS

TOTAL GB POPULATION	55,487,000
CHILDREN 0-14	10,365,000
	45,122,000
ALL WITH ACCESS TO VIDEO (70%)	31,585,400

NB: - 100% AWARENESS
- DATE OF PROJECT 24-25 AUGUST

CORRECTION FOR OVERCLAIMING: 30% OF DEFINITELY BUY
10% OF PROBABLY BUY

STANDARD ERROR (SE) : $\frac{\sqrt{p\,(100-p)}}{N}$ (= sample size)

CONFIDENCE INTERVAL : 2SE

WOODY WOODPECKER
MARKET ESTIMATE

	SURVEY		NATIONAL
Base: All with VCR	1010		31,585,000
	%		%
Definitely Buy	4.75	ADJUSTED TO	1.42
Probably Buy	11.38	ADJUSTED TO	1.13
			2.55

Projected volume assuming 100% awareness of the film availability for sale on video and assuming no major changes (eg heavy promotion of other titles) in levels of awareness/ desirability of other titles.

805,400 ± 253,000

Therefore, these figures are dependent on a massive spend, with no outside influence from other campaigns.

SURVEY & FIELDWORK INTERNATIONAL

ie. Woody will come a long way down the demand ladder after Disney + Turtle titles.

ASK ALL

Q1 Which of these cartoons/films have you heard of?
SHOWCARD

Bednobs & Broomsticks	1
ET	2
Lady & The Tramp	3
Land Before Time	4
Pinky & Perky	5
Who Framed Roger Rabbit?	6
Teenage Mutant Hero Turtles	7
Woody Woodpecker	8
None of these	9
Don't Know	0

Q2 There are plans to release several cartoons/animated films on video for sale in the UK. How likely would you be to buy ...

	Def Buy	Prob Buy	Not Sure	Prob Not Buy	Def Not Buy	Already Own
The Land Before Time (Feature Film) at £9.99	1	2	3	4	5	6
Lady & The Tramp (Feature Film) at £12.99	1	2	3	4	5	6
Teenage Mutant Hero Turtles (Feature Length Cartoon) at £9.99	1	2	3	4	5	6
Woody Woodpecker Cartoon collection (8/10 15 minute cartoons) at £7.99	1	2	3	4	5	6

K FOR EACH DEFINITELY OR PROBABLY BUY

Q3 Who would you buy .... (CARTOON ON VIDEO) for:

a) Self or another adult in own household
b) Child/ren in own household
c) Another adult outside household
d) Child/ren outside household

	a)	b)	c)	d)	Not Sure
The Land Before Time (Feature Film) at £9.99	1	2	3	4	5
Lady & The Tramp (Feature Film) at £12.99	1	2	3	4	5
Teenage Mutant Hero Turtles (Feature Length Cartoon) at £9.99	1	2	3	4	5
Woody Woodpecker Cartoon collection (8/10 15 minute cartoons) at £7.99	1	2	3	4	5

Q4 Do you own, or have access to a Video Recorder?

Yes	1
No	2

WOODY WOODPECKER

LICENSEE	TERRITORY	ARTICLES
AMERICAN MARKETING ENT. Elliot Azrak 1107 Broadway New York, NY 10010 (P) 212 675-3427/(F) 212 243-4271	UNITED STATES	Adults' and children's screened t-shirts, fleece, boxer shorts
AMERICAN NEEDLE Robert Kronenberger 1275 Busch Parkway Buffalo Grove, IL 60089-4504 (P) 708 215-0011/(F) 708 215-0013	UNITED STATES	Baseball caps w/ embriodery and chenille
FRANKLIN MINT Mr. Marvin Melnikoff U.S. 1 Franklin Centre, PA 19091 (P) 215-459-6171	WORLDWIDE	Series of up to 6 procelain collector plates of scenes from Woody Woodpecker cartoons
JA-RU, INC. Jack Selevan 4030 Phillips Highway Jacksonville, FL 32207-5970 (P) 904 733-9311/(F)	UNITED STATES	Rack Toys wholesaling for under $ 2.00

(Revision: October 8, 1992)

WOODY WOODPECKER

LICENSEE	TERRITORY	ARTICLES
MEDO INDUSTRIES, INC. Harvey Stevens 195 West First Street Mt. Vernon, NY 10550 (P) 800 431-1358/ (F) 914 664-5426	UNITED STATES & CANADA	Airfresheners, automotive static cling decals
MONTANA STREETWEAR Amal Guessous 850 S. Broadway, Suite 900 Los Angeles, CA 90014 (P) 213 891-9076/(F) 818 891-0743	UNITED STATES	Leather jackets, wool jackets, leather backpacks and fanny packs, denim jackets, shirts and pants, sizes 4-20 and adult. Department and specialty store distribution.
RON LEE'S WORLD OF CLOWNS Ron Lee 2180 Agate Court Simi Valley, CA 93065 (P) 805 520-8460/ (F) 805 520-8472	UNITED STATES	Limited edition sculptures of Characters in White metal or Pewter with 24 kt. gold plated on hand pawted bases
TALKING TOPS Ray Galbraith 152 Morristown Rd. Matawan, New Jersey 07747 (P) 908 583-7770/(F) 908 583-6472	UNITED STATES	Screen printed T-Shirts for department and specialty store distribution

WOODY WOODPECKER

LICENSEE	TERRITORY	ARTICLES
TOO CUTE Fredrick Dubeyroux 10537 Valley Spring Lane Toluca Lake, CA 91602 (P) 213 622-3555 / (F) 213 622-7111	UNITED STATES	Embroidered t-shirts, boxer shorts, button down shirts, jeans, leather or twill jackets, jackets may also be made with applique patches

WOODY WOODPECKER

UK LICENSEES

LICENSEE	TERRITORY	ARTICLES
BURT BROS (HOSIERY) LTD Units A-C Willow Road Lenton Nottingham Notts NG7 2TA Tel: 0602 706133 Fax: 0602 420576 Contact: John Mills	UK and Eire	Men's cotton and nylon single cylinder socks
COOPER & ROE INTERNATIONAL Vernon Street Shirebrook Mansfield Notts NG20 8SL Tel: 0623 742909 Fax: 0623 743989 Contact: Mr Chris Taylor	UK and Eire	Men's cotton boxer shorts and slips sold individually in cardboard boxes depicting characters, nightwear, t-shirt and boxer 'shortie' set, nightshirt, pyjama briefs, bathrobe, shirt with collar.

{ Rev: 4 August 1994 }

LICENSEE	TERRITORY	ARTICLES
THE TIE RACK PLC Capital Interchange Way Brentford Middlesex TW8 0EX Tel: 081-995 1344 Fax: 081-995 0352 Contact: Simon Corringham	UK and Eire, Norway, Sweden, Holland, France, Canada, USA, Australia	Silk ties, silk bow ties, cotton boxer shorts, silk boxer shorts, men's cotton socks, braces, tie pins, silk waistcoats
TURNER BIANCA GROUP PLC Bell Mill Claremont Street Hathershaw Oldham Lancs OL8 3EJ Tel: 061-627 0045 Fax: 061-627 0660 Contact: Kevin Rutherford	UK and Eire, Austria, Benelux, Denmark, France, Germany, Greece, Italy (excl, Beach Towels), Norway, Sweden	Duvet cover and pillowcase, co-ordinated curtains, towels, beach towels, cushion covers, lampshades.

MCA INTEROFFICE MEMORANDUM

Form 2022 (Rev. 3/84)

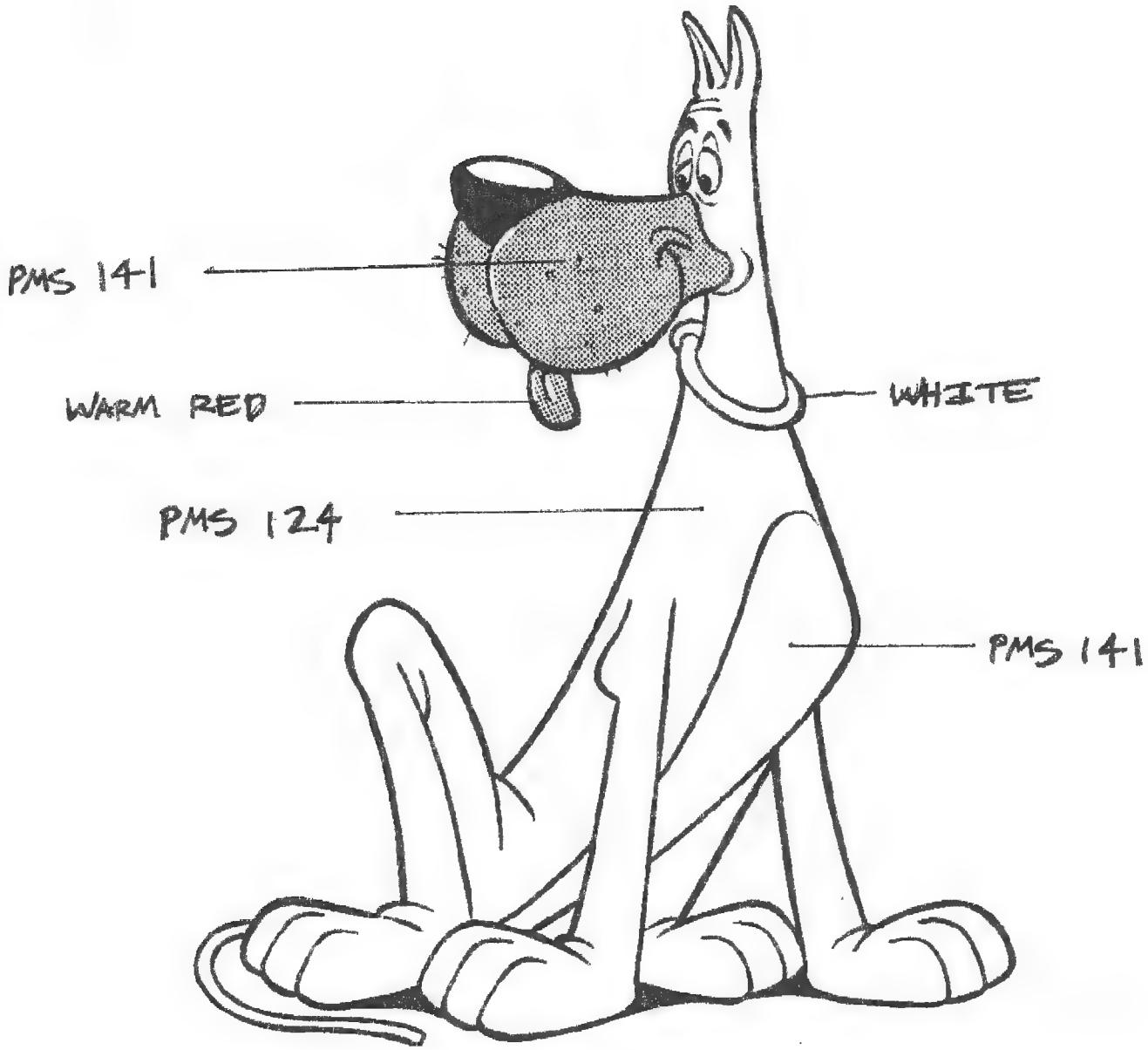
DATE	7-10-91
TO	Sheila Sutherland
FROM	Cindy Ankney
SUBJECT	WOODY WOODPECKER
COPIES	Sandra Ways-Spielman, John Hornick

Attached is a sheet showing the call-outs for Cuddles, per your request.

Attachment

Sheila,
I faxed this directly to Sandra

Regards



CUDDLES

(KI TO NYTF

MCA MERCHANDISING CORPORATION OF AMERICA
A division of MCA Artists (England) Ltd

UNIT 4
ELSINORE HOUSE
77 FULHAM PALACE ROAD
LONDON W6 8JA
Tel: 01-563 0303 Fax:-01-748 9687
081 081

FACSIMILE

TO: *Michael Malone*
MCA / UNIVERSAL

FROM: *Keith Isaac*

DATE: *13th November, 1991*

REF: *11135.lvw*

24/1 KI & discuss with Mary Swingley at New York.

SUBJECT: ***Woody Woodpecker / Environmental Deal in US***

Dear Michael,

Could you arrange for me to receive some background information on the above as I should like to make our agents aware of the activity planned.

Many thanks,

KI/lvw

RE-SENDING 12/12.

Mr Michael Malone KI in N.Y. KI & [illegible] 85.

cc: *Sid Kaufman (plse copy locally)*

RE-SENDING 17/1

Number of Pages: ..1...
(including this)

MERCHANDISING CORPORATION OF AMERICA
n of MCA Artists (England) Ltd

UNIT 4
ELSINORE HOUSE
77 FULHAM PALACE ROAD
LONDON W6 8JA
Tel: 01-563 0303 Fax: 01-748 9687

FACSIMILE

TO: Michael Malone
MCA / UNIVERSAL

FROM: Keith Isaac

DATE: 13th November, 1991

REF: 11135.lvw

SUBJECT: Woody Woodpecker / Environmental Deal in US

Dear Michael,

Could you arrange for me to receive some background information on the above as I should like to make our agents aware of the activity planned.

Many thanks,

KI/lvw

RE-SENDING
12/12.

RE-SENDING
17/1

cc: Sid Kaufman (plse copy locally)

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77 FULHAM PALACE ROAD
LONDON W6 8JA
Tel: 01-563 0303 Fax: 01-748 9687

FACSIMILE

TO: *Michael Malone*
MCA / UNIVERSAL

FROM: *Keith Isaac*

DATE: *13th November, 1991*

REF: *11135.lvw*

SUBJECT: *Woody Woodpecker / Environmental Deal in US*

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Many thanks,

KI/lvw

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ELSINORE HOUSE
77 FULHAM PALACE ROAD
LONDON W6 8JA
Tel: 01-563 0303 CS1 Fax: 01-748 9687 CS1

FACSIMILE

TO: *Michael Malone*
MCA / UNIVERSAL

FROM: *Keith Isaac*

DATE: *13th November, 1991*

REF: *11135.ivw*

SUBJECT: *Woody Woodpecker / Environmental Deal in US*

Dear Michael,

Could you arrange for me to receive some background information on the above as I should like to make our agents aware of the activity planned.

Many thanks,

KI/ivw

cc: *Sid Kaufman (plse copy locally)*

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